



Glenwood Springs Tourism Promotion Board Meeting

Thursday, June 9, 2016, 2:00-4:00 p.m. Location: Glenwood Springs City Hall

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
Dorian Ciolek, Best Western Antlers – Lodging
Jeremy Gilley, Glenwood Hot Springs – Lodging
Ken Murphy, Glenwood Adventure Company – Tourism
Samantha Montgomery, PR Studio – Citizen/Resident
Suzanne Stewart – GSCRA Board Representative
Troy Hawks, Sunlight Mountain Resort – Citizen/ Resident
Steve Davis – City Council Representative

Tourism Board Members Present	Tourism BOD Absent	GSCRA Staff Present	Guests Present
Trent Blizzard Krissy Clary Nancy Heard Dorian Ciolek Jeremy Gilley Samantha Montgomery	Suzanne Stewart Ken Murphy Troy Hawks Steve Davis, City Council	Lisa Langer Cristin Barta Debbie Bannon Angie Anderson	Kathleen Wanatowicz, PR Studio Tom Newland, CDOT

2:05 p.m., Meeting was called to order by Trent Blizzard, Chair.

There were no declarations of conflicts of interests.

Approval of Minutes — April 14, 2016 Tourism Promotion Board Meeting. Krissy Clary moved to approve the board retreat minutes. Jeremy Gilley seconded and the motion carried.

Approval of Minutes — April 26, 2016 Special Tourism Promotion Board Meeting. Sam Montgomery moved to approve the board retreat minutes. Trent Blizzard seconded and the motion carried.

Visitor Center Cost Analysis and Ambassador Program Updates – Debbie Bannon, finance department of the Glenwood Springs Chamber Resort Association (GSCRA) briefly reviewed the history of the Glenwood Springs Visitor Center funding with the tourism promotion board for the benefit of the new members. After the economic downturn of 2009, the visitor center reimbursement to the Chamber was lowered. In 2014, GSCRA came to the tourism promotion board to ask for the reimbursement to be increased for visitor center operations. Debbie and John Bosco (former tourism board treasurer) conducted a thorough analysis and determined that the amount was not sufficient to fully cover the costs in the new 802 Grand Avenue location. As of 2015, the GSCRA is reimbursed at \$100,000 and as a result was able to extend hours and weekend days. Debbie reported that at the end of 2015, the estimated operating costs from the analysis were on budget.

Angie Anderson with the GSCRA reported to the tourism board that the new bridge ambassador program, hence forth referred to as Grand Avenue Bridge Guides, is well underway. Fifteen guides ranging from high schoolers to retired individuals have been hired to man both sides of the pedestrian bridge during the hours the board requested (Monday – Friday, 10-2 and 3-7). The board asked how these hours were working out, and Angie responded that there has been some feedback from the guides that the day time is slow, especially mid-week, and that it does not get busy until after four. The board agreed that GSCRA can adjust the hours accordingly to accommodate the busier times, as long as the same

number of man hours are worked each week. Angie agreed to reevaluate schedules starting in July. The board also suggested "Ask Me" nametags, which Angie has already ordered.

Grand Avenue Bridge Phase Two Updates – Tom Newland with the Colorado Department of Transportation gave the board an abbreviated update on the progress of Grand Avenue Bridge construction. The project is on schedule with an estimated completion of the pedestrian bridge in March of 2017. Currently the crews are working to relocate utilities and will soon start construction on the 8th Street connection and the 7th Street Station (elevators, etc).

Kathleen Wanatowicz with PR Studios next updated the board on upcoming traffic impacts due to construction. Vehicular traffic impacts due to bridge construction include upcoming night closures of I-70 with detours onto 6th Street and highway 6. There will also be mid-week, nighttime closures at the Laurel Street intersection (by Village Inn). She then explained upcoming river delays, which she was urged by the whitewater community not to call "closures." River launches will be delayed until noon for up to five weekdays maximum over the course of the summer during mid-week, weather will determine the exact date of the delays. Lastly, Kathleen updated the board on I-70 impacts due to rock slide mitigation in Glenwood Canyon. There will be intermittent 30 minute delays during the week and 2 to 4 days of closure from 9:00-2:30 on yet unknown Tuesdays, Wednesdays, or Thursdays in July.

AirSage Visitor Analysis Update – At the last meeting the board asked Cristin Barta to present the AirSage proposal to the ad agency Xuma to see if they would value the research data we would be purchasing. Cristin reported that not only was the ad agency excited about the data, but also that the media buyer was as well. The board reiterated that they would rather purchase this product than a traditional intercept survey. They then debated the three proposal levels and survey length. The board as a whole favored the 8-month, option 2 AirSage proposal.

A motion was made by Trent Blizzard that \$57,500 from the tourism promotion reserve fund be requested to purchase an AirSage Visitor Analysis and Research Study. Nancy Heard seconded and the motion carried unanimously.

Colorado Public Broadcasting Glenwood Springs Series - Colorado Public Television approached Lisa Langer about producing a five-part *Street Level* series about Glenwood springs. Sponsorship of the program is extremely affordable at less than \$5,000 per episode. Nancy Heard was also at the CPB presentation and agreed that it was worth it. The board was excited about the long shelf life of public television programs and the low cost of production. Lisa and Cristin pointed out that the board requested a way to spend a small amount of reserves on a marketing projects during construction, and this was one of the ideas they wanted the board to consider.

A motion was made by Nancy Heard that up to \$25,000 from the tourism promotion reserve fund be requested to fund a Glenwood Springs 5-part series through Colorado Public Television. The motion was seconded by Dorian Ciolek and carried unanimously.

Marketing Update – Cristin updated the board on the progress of the content creation project that she has been working on over the last 18 months. She referenced the initial timeline and explained to the board that although the project has not followed the timeline exactly, many of the project milestones have been hit. She then asked the board for permission to deviate from the timeline as some other projects not initially included have come across her radar as more important to www.visitglenwood.com. The board agreed but asked that she bring an updated timeline to the next meeting.

Lisa then updated the board on the many other ongoing marketing projects, including: an upcoming educational seminar with speaker Jon Schallert; sponsorship of the Fermentation Fest drink tokens; recent public appearances of Lisa and Cristin at the Creative Industries Summit, the Northwest Colorado Cultural Heritage Regional Summit, and the Colorado Wyoming Association of Museums; top media placements since the previous meeting; numerous media visits from both national and international journalists; group visits to Glenwood Springs including the MG Car Rallye; and site tours from large tour operators.

Respectfully Submitted,
Cristin Barta
Tourism Marketing Project Manager